Business Plan Competition
June 26, 2026

United Window Cleaning Services

Prison Entrepreneurship Program
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Business Plan
June 2026

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Executive Summary

Opportunity

- Storefront windows needed to be cleaned bi-monthly
- No loyalty is service providers to small businesses

Purpose

- We develop and value personal connections with locally owned small businesses in Houston, TX and clean their storefront windows bi-monthly and year-round

Solution

- Our number one priority is customer relations though honesty, excellence and customer appreciation

Customers

- Locally owned small businesses in the Houston, TX who value dependable and honest window cleaning

Differentiators

- We only use door to door sales developing strong personal long-lasting relationships with customers

Extras

- Humble
- Not driven by money, driven by purpose
- Great people skills

Marketing

- Door to door sales
- Word mouth recommendations
- Online reviews

Start-up Costs

Owner investment - cash	$ 5,000
Owner investment - equity	-
Vehicle and/or equipment loan	15,000
Start up financing	45,000
Total start up costs:	**$ 65,000**

Financials & Extras

Sales:	$ 132,000	100%
COGS	13,200	10%
Gross profit	118,800	90%
Overhead	35,600	27%
Pretax income	83,100	63%
Tax expense	20,700	16%
Owner withdrawals	55,000	42%
Net income	$ 7,300	6%

Leadership Statement

CEO: Ulises anchors his movements on Godly values. He puts others before himself and leads by example. He measures input, not output. Twelve years as a pipefitter and five years as a supervisor has taught him to always do the right thing at all cost. Integrity is his North Star.
CMO: Donyell is a highly driven and intelligent individual with ten years of experience in owning and running a small business. He possesses a mindset to promote continual growth. He holds multiple certifications and licenses to prove that he is an efficient worker and a result driven individual. He is the true definition of a team player and will stop at nothing to accomplish the task at hand. With his combination of experience and leadership he is an asset to any organization.
CFO: Carlos is a highly-driven individual. He has a high school diploma as well as an associate's degree in railroad science. He has a valid CDL with doubles/triples, tankers, and motorcycle endorsements. He has been driving professionally for 15 years with no accidents or fatalities. He also has a total of 20 years in the trucking industry with 10 of those years as an owner/operator. He is very passionate about the trucking industry. He is exceptionally good at problem solving and places a high value on the views and opinions of others. He has both the skills and talent necessary to own and operate a business and make it profitable.
COO: Shawn has the leadership and mindset to run a successful business. He has the ability to get things done in a timely manner and is very dedicated to punctuality. He has 15 years of experience in the painting industry and possesses the skills to be able to teach others to become great in the trade. Shawn has great people skills and is efficient in creating personal yet professional relations with anyone he comes in contact with.

Product/Service Offering

United Window Cleaning Services will service storefront windows. We will clean inside and out. This will bring 100% of our revenue. We will service our customers a minimum of twice a month. We will also accept call-ins. Our company will always have a friendly line of communication with customers and pride ourselves in meeting every demand and need of our customers. We will always clean our jobsites and leave them better than we found them. In the future, we will be open to expanding into pressure washing and window tinting as opportunities arise.

Market, Competition, Differentiation

Market:
Our market has two phases. Phase one consists of any brick and mortar commercial business entity with storefront window panes. Our target customer will be locally owned restaurants, boutiques, shops, stores, and offices. The smaller the job, the better. The goal is to establish a customer base of 100 customers. Phase two will begin once the first 100 customers are acquired. We will divide between the employees, then we will expand our target to larger businesses such as shopping strips, chain restaurants, store chains, and office buildings. We will also expand to pressure washing.
Competition:
Our competition will be current window cleaning companies. Our advantage will be our commitment to start from the bottom of the market, building our brand and reputation with locally-owned businesses, which in turn will build our network of word of mouth referrals. We will build our company's credibility as a dependable, caring, honest, get-the-job-done business. We will build our business with a word of mouth referral system of trust and loyalty to our

customers. We will scale effectively and responsibly, never losing our vision of having a human connection to the customer.

Differentiation:

Our company will be built with our strength being the loyalty to our reoccurring customers. Never compromising this bond which in turn will bring us more loyal customers exponentially, will at the same time help us gain new customers who are displeased with their current service providers. We will be brilliant at retaining our customers, going above and beyond to accomplish this.

Marketing Strategy

Price:

Our price will be running parallel with the current market in Houston. We will have two models, a one-time service call and reoccurring scheduled calls. These are set prices that will not change unless inflation affects the economy. We will also offer a surcharge for emergency service calls.

Place:

Our business will service Houston, Texas. Our center for operations will be strategically located in the southwest area of Houston. Centered in the intersection of Richmond Ave. and Hillcraft, we will develop a flawless system of customer mapping. We will reach out efficiently as we scale responsibly.

Promotion:

Our marketing strategy will consist of two phases. Phase one will be based on only in-person sales and consequently word of mouth referrals, leaving our customers our contact information and encouraging them to send us more business. Phase two will consist of actively promoting our business on Facebook, Craigslist, Google, Twitter and LinkedIn.

Vision and Objectives

Our desire, coupled with our commitment to pursue our vision, stems from a request we made to God two years ago to give us a purpose worth pursuing. He gave us this vision to help rebuild broken families through a commercial window cleaning company anchored in Houston, Texas built from the ground up and scaling it with newly released PEP alumni, one by one. We will be training and mentoring them on their way back to their families.

First Year: With one employee, we will start securing Houston’s small businesses through door to door sales. We will establish personal connections with our recurring customers and clean their storefront windows in alignment with our mission statement.

Third Year: We will operate with five employees pulled only from the Prison Entrepreneurship Program. We will demonstrate the effectiveness of PEP and the power of God.

Fifth Year: In year five, we will have a minimum of ten employees keeping the same vision, structure, and never compromising. At this phase, while maintaining ownership, the owner will step down from Chief Executive Officer and appoint a worthy visionary. It will be someone who shares the same passion and vision to reunite broken families.

Tenth Year: By year ten, through our service as PEP executive volunteers, we will proudly wear our gold wings. Always making sure we put back in the basket we once took from.

Philanthropy: Every year, we plan to establish a fund to offer two full-ride scholarships to children of incarcerated PEP alumni. With the intention of these acts, we aim to build relationships within the communities to help change the narrative of children following the footsteps of their parent’s old ways.

Start-Up Costs

Owner's name	Ulises
Company name	United Window Cleaning
NAICS Business Classification	
Sector (general classification)	_23_Construction
Sub-sector (more specific classification)	238: Specialty Trade Contractors

Start-up Costs
Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	4,000
cell phone purchase	700
car/truck down payment, if leased	
permits	2,000
supplies, office & misc.	2,000
Cash needed for start-up expenses	8,700

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	5,000	15,000	20,000	
company trailer				
computer, printer, fax	3,000		3,000	
			-	
			-	
			-	
building/office deposit		N/A	N/A	
beginning cash balance	33,300	N/A	N/A	
Cash needed for start-up assets	41,300	15,000	23,000	
			60	assumed life (months)
			383	monthly depreciation

Total start up cost	**65,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	5,000	8%
Vehicle loan and other equipment debt (see note 7 for financing)	15,000	23%
Startup financing, if applicable (for example Kiva loan)	45,000	69%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	65,000	100%

Financial Statement (Pro Forma)

Ulises dba United Window Cleaning
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Window Store Front											
Product description		4 window average storefronts and window cleaning services											
Price per unit				50.00	100%				0%				0%
Cost of one unit		hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.				-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%			-	0%			-	0%			-	0%
cost 1 description		Supplies		5.00	10%				0%				0%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				5.00	10%			-	0%			-	0%
Gross profit per unit - what you see on income statement				45.00	90%			-	0%			-	0%

	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Window Store Front sold		240	240	240	240	240	240	240	240	240	240	240	2,640
sold													-
sold													-
total revenue		$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 132,000
total cost of sales		$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 13,200
total income statement gross profit (excludes owner labor)		$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 10,800	$ 118,800

Assumption 7 - Financing

			Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet			amortization schedule											
Amount borrowed	$ 15,000	principal, beginning	15,000	14,831	14,659	14,486	14,310	14,132	13,952	13,769	13,584	13,397	13,208	
Interest rate (example 8%)	15.0%	interest expense	188	185	183	181	179	177	174	172	170	167	165	1,942
Loan term (# of months)	60	principal payment	(169)	(171)	(174)	(176)	(178)	(180)	(182)	(185)	(187)	(189)	(192)	(1,984)
Monthly payment	357	principal, ending	14,831	14,659	14,486	14,310	14,132	13,952	13,769	13,584	13,397	13,208	13,016	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	$ 45,000	principal, beginning	45,000	44,003	42,993	41,970	40,935	39,887	38,825	37,751	36,663	35,561	34,445	
Interest rate (example 8%)	15.0%	interest expense	563	550	537	525	512	499	485	472	458	445	431	5,475
Payback period (# of months)	36	principal payment	(997)	(1,010)	(1,023)	(1,035)	(1,048)	(1,061)	(1,075)	(1,088)	(1,102)	(1,115)	(1,129)	(11,684)
Grace period (months pay delay)		principal, ending	44,003	42,993	41,970	40,935	39,887	38,825	37,751	36,663	35,561	34,445	33,316	
Monthly payment	$ 1,560													

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, exclduing payroll taxes	-	-	-	-	-	-	-	-	-	-	-	-

Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Tools						3,000						

Ulises dba United Window Cleaning
Projected Income and Cash Flow Statements
Year 1

	Assump- tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
Window Store Front	6	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	100%
Cost of Goods Sold	2														
Window Store Front	6	-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	10%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	10%
Gross profit		-	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	118,800	90%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	383	383	383	383	383	433	433	433	433	433	433	4,517	3%
Gasoline & fuels		-	600	600	600	600	600	600	600	600	600	600	600	6,600	5%
Insurance - bonding		-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Insurance - vehicle		-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Interest - equip & start up	7	-	750	735	721	706	691	675	660	644	628	612	596	7,417	6%
Marketing		4,000	100	100	100	100	100	100	100	100	100	100	100	5,100	4%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		2,000												2,000	2%
Supplies		2,000												2,000	2%
Tax service		-												-	0%
Telephone - cellular		700	100	100	100	100	100	100	100	100	100	100	100	1,800	1%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Branding		-	2,000											2,000	2%
Uniforms		-	2,000											2,000	2%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		8,700	6,133	2,119	2,104	2,089	2,074	2,109	2,093	2,077	2,061	2,045	2,029	35,634	27%
Taxable profit (loss)	1	(8,700)	4,667	8,681	8,696	8,711	8,726	8,691	8,707	8,723	8,739	8,755	8,771	83,166	63%
Tax (expense) benefit	1			(1,162)			(6,533)			(6,530)			(6,566)	(20,792)	-16%
Owner's withdrawals	1	-	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(55,000)	-42%
Net profit (loss)		(8,700)	(333)	2,519	3,696	3,711	(2,807)	3,691	3,707	(2,808)	3,739	3,755	(2,795)	7,375	6%
Depreciation	3	-	383	383	383	383	383	433	433	433	433	433	433	4,517	
Equipment purchases	3	(23,000)	-	-	-	-	-	(3,000)	-	-	-	-	-	(26,000)	
Principle, equipment loan	7	15,000	(169)	(171)	(174)	(176)	(178)	(180)	(182)	(185)	(187)	(189)	(192)	13,016	
Repay debt financing	7	45,000	(997)	(1,010)	(1,023)	(1,035)	(1,048)	(1,061)	(1,075)	(1,088)	(1,102)	(1,115)	(1,129)	33,316	
Owner contribution	3	5,000	-	-	-	-	-	-	-	-	-	-	-	5,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		33,300	(1,117)	1,721	2,883	2,883	(3,650)	(117)	2,883	(3,647)	2,883	2,883	(3,683)	37,224	
Cash, period start		-	33,300	32,183	33,904	36,788	39,671	36,021	35,904	38,787	35,140	38,023	40,907	-	
Cash, period end		33,300	32,183	33,904	36,788	39,671	36,021	35,904	38,787	35,140	38,023	40,907	37,224	37,224	